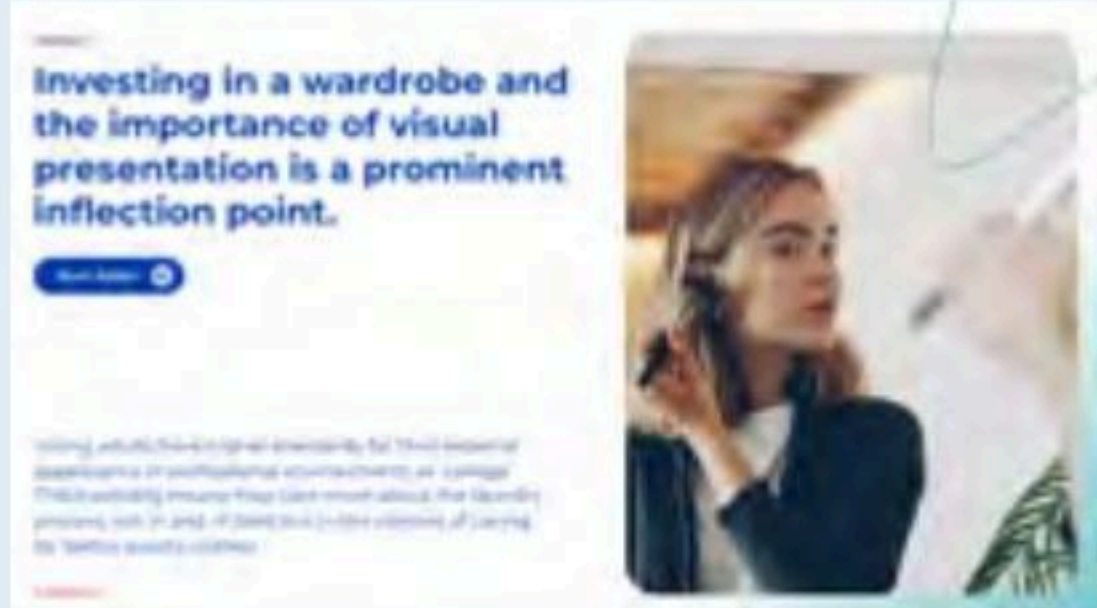


Rapid Cycle Team Approach

Our rapid-cycle project teams can launch at any time and bring expertise in qualitative research, product and service ideation, and UI/UX design. Project scope determines the timeline, with most engagements completed within approximately 4–8 weeks from kickoff to final deliverables.

How We Can Help

YOU BRING	WE RESPOND	AND DELIVER	SAMPLE
A research question	Conduct 10-12 stakeholder interviews (either remote, onsite, or in-home).	Research report with interview artifacts (i.e. video, quotes, images, or sound bites).	POME Research 
A complex problem you're not sure how to approach.	Host a ½ to full day workshop or brainstorm. Work with you to prioritize project deliverables.	Further refined deliverables, additional research, or refined concepts.	Project definition workshop 
An idea, concept, or prototype that needs stakeholder feedback.	Gather feedback from 10-12 stakeholders.	Research report with interview artifacts (i.e. video, quotes, images, or sound bites).	Packaging Prototype Testing 
A curious mind. Learn a new technology or force that may impact your organization.	Take a deep dive with secondary research and 3-4 expert interviews.	Learnings applicable to your organization.	Generation Alpha Research 
A problem with an existing service or product (physical or digital).	Low-fidelity prototyping.	Initial concept visualizations and/or low-fidelity prototypes.	Low Fidelity Prototype 
OR Initial ideas that need ideation support to advance them.	OR Low fidelity prototyping and initial feedback from 8-10 stakeholders (available for 8 week projects).	Initial stakeholder reactions and recommendation for next steps.	